Dear Ken+ Franc Christmas Greetings and all Good Wishes for the New Year Y'all come up for it! foun, and well show it! foun, and well show ya yankee hospitility!

From:

<BNeely6973@aol.com>

To: Sent: <garyandpaula@kykx.com>
Saturday, January 03, 2004 9:54 AM

Subject:

Re: Willie and the Dixie Chicks

I wonder if I was the only one dissatisfied or if maybe just a few people changed the station. I did......but please do understand the love I feel in my heart for all of our soldiers, you included. Three tours in Viet Nam......my Dad was there as well. I ache for the parents and children of these soldiers....their wives.....their friends and families......And for all the soldiers who ever spent any time in Viet Nam, I hold the utmost respect.......I just don't understand what Viet Nam accomplished except lots of hurt....and I feel that the same is true of our present situation. I don't understand why we don't do everything we can to become more energy efficient as a nation.....why we must have all of the oil in the world.......why aren't we driving electric cars.....why are we as a nation driving gas guzzling vehicles? We all need to be more environmentally aware........We need to plan for tomorrow......And do what we know in our hearts is the right thing as far as our environment is concerned. I firmly believe the mess in Iraq is all about oil....

And about Charlie Rich.....maybe it was all published, but my Grandma always told me that if you can't say something nice, maybe you shouldn't way anything at all. I sure don't want to hear all the bad things published about all the country singers everytime one of their songs is played....Can't we just enjoy their music and leave their personal lives out of it? Charlie Rich is dead......let's let his music live on and not his reputation. Your show reminds me of small town gossip......where everyone talks about everybody elses business......kind of petty, don't you think?

Also let me say that I am an American and a Texan......and proud to be both. I am and always have been patriotic......just because you disagree with the President does not mean you are UnAmerican. That's what America is all about..freedom. I wish Willie Nelson would run for President with that Dixie Chick as Vice President! It might surpize us all how many votes that they would get!



From:

"Cindy Spurgeon" <cspurgeo@zimsign.com>

To:

<garyandpaula@kykx.com>

Sent: Subject: Wednesday, January 07, 2004 7 26 AM Where's the beef? and the Dixie Chicks!

Good morning!

I couldn't find Dru's email address on the Website so please forward this to him for me...

Dru, when are you guys going to lift the ban on playing the Dixie Chicks on the air? Even Tobie Keith says he's going to put an end to their public feud. Maybe KYKX could run a survey to find out if your listeners are ready to put the Chicks back on KYKX. Hey, a rhyme!

Gary and Paula, I enjoy your show. I listen to you guys each morning between 6 and 7 as I drive to work. And yes Paula, he did whine endlessly while you were gone!

On the issue of beef and mad cow - I'd be more worried about wieners, Spam and the whole "mystery meat" market than about steaks and such. I don't even WANT to know what type of meat "by-products" going into those little goodies! Supposedly the BSE virus is in the brain and nervous system, not the muscle tissue.

Has anybody determined just how Bo Pilgrim imported Canadian dairy cattle in the first place? Just kidding.

Keep up the good work!

Thanks, Cindy



We would like to thank you both for helping advertise our "Kids Fish Day" at Lake o' the Pines. There were 169 kids that farticipated thes year. This is the best event we we had so far. Once again, we really appreciate your Caring; Line Cone Fishing Club Lop Enamerer



KFRO
Attn: Buzz
P.O.Box 5818
Longview, Tx 75608

Dear KFRO,

We would like to thank you the sponsorship that you gave for the Taste Of the Oil Patch. This event turned out to be a huge success. We are expecting next year to be even more successful. The proceeds from the Taste of The Oil Patch amounted to \$20,000.00. This amount will enable us to improve the quality of life for the children at the Truman Smith Child Care Center. Again, we wanted to say thank you for your sponsorship.

Sincerelly.

assisti 9 medica 17 fragie childrin



Paula Prince KFRO Waller Broadcasting 481 East Loop 281 Longview, TX 75605

Dear Paula

Thanks to you and your station, the KIDS FISH DAY at Lake O' the Pines was a great success. More then double the amount of KIDS showed up to fish at Johnson Creek Park on Saturday morning, June 7th, along with their parents, guardians and friends.

The first KIDS FISH DAY was started on October 2, 1999, when 74 KIDS dipped their fishin' lines into Lake O' the Pines for a fun filled day. Some years we've had two events, one in the spring and one in the Fall, but we've decided to concentrate on one in the Spring. We've had an average of 80 plus KIDS, until our current media chairman, "Yeah Buddy Bubba" (Bubba Romine) took the "Fish by the Hook" and drummed up a heap of media exposure for us.

As you know advertising is the name of the game, so we realized that we might get double the KIDS this year. We beefed up our hot dog supply and KIDS gifts and just made it. After all the KIDS and parents ate, we wound up with four hot dogs, ten soda's, and no KID went away without a gift. We figured that we had 170 KIDS, and with their parents, guardians and friends, pushed 450. 161 fish were caught, and that's a lot of fish, along with two turtle's and an old rod & reel. The Big Fish was a catfish weighing 3.66 lbs, and was caught by Angel Carpenter of Longview, and she took home the Big Pot for a total of \$205 and also took home the first prize trophy for her age group 13 to 16. She cried when she got the Big Fish Pot. Trophies were given to 1st, 2nd and 3rd place in five age categories, from 2 to 16 years old. The looks on all their faces as they proudly handed their catch to be weighed and the thanks from their parents made it all worth while. Everybody had a Great time.

Thanks again,

Bubba, the volunteers, all the KIDS, and their parents and guardians

Lake O' the Pines Chamber of Commerce and Civic Association 9419 FM 729 Avinger, Texas 75630

PS Check our web site www.lakeothepines.com for pictures from this event (coming soon) and next years KIDS FISH DAY date.





July 29, 2003

Paula Prince KFRO P.O. Box 5818 Longview, TX 75608

Dear Paula,

On behalf of the East Texas Treatment Center and the East Texas Oilmen's Golf Association, I want to thank you for your support of the 41st Annual East Texas Treatment Center Golf Classic. We are really trying to remind people about the wonderful services we provide at the Center and you have helped us considerably in this area.

We depend upon the generosity of our friends throughout East Texas to help us keep our mission strong. Your generosity contributed to the overall success of the tournament and we greatly appreciate you willingness to assist us as we endeavor to provide quality therapy services to East Texans.

Again, please accept our heartfelt appreciation,

Sincerely,

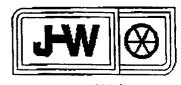
Executive Director

Hicke Tailor 一种的 和心的 计下生 - With will will th 15 - 1561-12 (1.1) with from the mix when your can indu ismont mu & monu Der C. B. JAK symany y my my -57 Signity Top Demonstrated 2001-1 JH X 1/2 KINYK Kind that wick and to them, + top mo 6ung of m mon 1/1 my & fluch



J-W POWER COMPANY

DISTRICT 11 p.o. BOX 12340 LONGVIEW, TEXAS 75607



903-643-3413

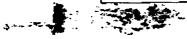
Fax # 903-643-3586

FAX TRANSMITTAL SHEET

To: Paula & Lary	Company: KFRO
To: Paula + Sary, Fax: 903-663-9458	From: Bukan
Date: 8-8-03	

We are transmitting ____ pages (including cover page). If you DO NOT receive ALL the pages, Please call us immediately at 903-643-3413.

Hanke so much for the great leach +
Conversation yesterday. It was really
here to put a face with a voice. Hanks
Roll 16 1
Brelow Hayd,
(Vanda Meller)
Johell Sungar
50 Ara Louslerry
Concetta Pallace an



11 777/01 100 11 Pommant I



JOHN E. PETTY, D.C., D.A.A.P.M.

Doctor of Chiropractic
Diplomate American Academy of Pain Management
A Professional Corporation

Rich 9124/03

452 Forest Square • Longview, Texas 75605 • (903) 757-3400 • FAX (903) 753-9663

September 23, 2003

Mr. Rick Guest % Waller Broadcasting 481 East Loop 281 P. O. Box 5818 Longview, Texas 75608

Dear Mr. Guest,

Occasionally we make decisions that receive favorable response from others, and I would like to congratulate Waller Broadcasting on your recent changes. As a regular listener of some of your radio stations, there have been many changes through the years. We regularly listen to KYKX in our office and particularly enjoy Paul Harvey News and Comment as well as local news and weather. The recent changes in staff has most likely been a good move but what I personally have been most pleased with the KFRO FM change in format. As a native born and reared East Texas Caucasian, my views are not likely reflective of most but the Hispanic format has been long overdue. Personally, for the past couple of years, I've been a loyal listener to KOYE 96.7 but find that it isn't always received clearly in Longview. Now with that program being broadcast on a more local station, it is a big improvement for those of us which prefer listening to that style of music and information.

Reflecting how so many things change with time, I remember when a close family friend, Jack Daniels, received his permit to begin 95.3 FM which began on Hwy. 155 in Gilmer. He tried a variety of music formats which included Lawrence Welk and other failed attempts. No one would have predicted that it would one day evolve into Tejano music.

Hopefully the majority of your listeners also will approve of the cooperate decisions such as these which have recently been made.

Sincesely

John E. Petty,



John E. Petty, D.C. 452 Forest Square, Longview, TX 75605

Dr. Petty:

Thank you for your recent letter regarding the changes at KFRO 95.3 FM. As you know, we have been programming Regional Mexican Music on 96.7 FM since May of 2001. It's unqualified success with both listeners and advertisers was the reason we decided to provide a solid, clear signal to Longview and surrounding communities.

Of course, many "Oldies" listeners were upset that we "took away their Radio station". They were understanding when we explained that advertisers were just not interested in supporting the station with advertising. Advertising dollars allow us to continue to operate profitably.

We hope you continue to enjoy "La Super Invasora" on 95.3 & 96.7 and maybe our critics will come around once they realize the value of this growing market.

Sincerely,

Rick Guest, COO Waller Broadcasting



To the General Manager and Owner:

I've had a week to calm down - last week I could have blown up. Now, I just want to say how surprised, to say the least, the entire town is that you would remove the second largest market network and replace it with a small audience-generated network, an audience with little resources as compared to an upscale market. Not only are we all mad about the change, but also the fact that you changed to a second language without any feedback time. KFRO is the oldest station in East Texas. And as such, this is a come down, an absolute abomination to a proud old dignified pillar of our community. As the Baby Boomer generation reaches middle age, we want our favorite things around up; we want our family, our friends and our music. This is a very sad day indeed as I have personally listened to my favorite oldies when they were the latest music right up until the present, all on KFRO. My husband and I awoke to KFRO every morning for 33 years. I listened to KFRO every week as I drive down to visit my mother and I could bring in the signal almost all the way to Tenaha.

A dark cloud of sadness has settled over our fair town, most people I've talked with about this thought something happened to the signal, they never thought anyone would drop a sure thing for what lay behind door number two.

Trudie Willis

3

114 Heather Lane

Longview, TX 75605

903-668-4680



September 18, 2003

Ms. Trudie Willis 114 Heather Lane Longview, TX 75605

Re: Change in format on KFRO-FM

Ms. Willis:

Thank you for your September 16, 2003 letter. We appreciate your interest and your comments on the recent change in format for KFRO.

Waller Broadcasting is a fan of the Oldies format too and that's the reason we kept the association with the Westwood One network when we took over the stations in July of 2000. Unfortunately, the business community in Longview did not support KFRO-FM with the necessary advertising dollars to make the station viable to the Company.

Contrary to your assumption that the new Regional Mexican has a "small" audience, the Arbitron Ratings Company research shows that our sister station KOYE 96.7 is tied for third among all radio stations in East Texas. As you can see by the attached ratings summary, KFRO-FM ranks 15th out of 21 stations local to East Texas.

The decision to make the change-from Oldies to Regional Mexican was an economic one and although we have had many comments similar to yours, we have had hundreds of positive comments from the Hispanic Community and the Longview Business community, which now has a way to reach this fast growing economic sector of East Texas.

Sincerely,

Rick Guest, COO Waller Broadcasting



Demos: P 12+

Pop:

283217

Intab: 1190

Qualitative Selection: none

Geo Area: TYLER-LONGVIEW METRO - Std

Stations: Home to the Metro

Dayparts: 1

Ranked By: P 12+ - AQH Share (All Selected Stations)

Rank	Station	Daypa	rt	Format	Weeks	P 12+ AQH Share
1	KBLZ-FM	M-Su	6:00AM - 12:00M	Rhythmic Contemporary Hit	1 - 12	10.1
2	KOOI-FM	M-Su	6:00AM - 12:00M	Adult Contemporary	1 - 12	8.3
3t	KISX-FM	M-Su	6:00AM - 12:00M	Pop Contemporary Hit Radi	1 - 12	6.5
3t	KOYE-FM	M-Su	6:00AM - 12:00M	Mexican Regional	1 - 12	6.5
5	KNUE-FM	M-Su	6:00AM - 12:00M	Country	1 - 12	6.2
6	KKUS-FM	M-Su	6:00AM - 12:00M	Classic Country	1 - 12	5.9
7	KKTX-FM	M-Su	6:00AM - 12:00M	Classic Rock	1 - 12	5.2
8	&KTYL-FM	M-Su	6:00AM - 12:00M	Hot Adult Contemporary	1 - 12	4.9
9	KYKX-FM	M-Su	6:00AM - 12:00M	Country	1 - 12	4.4
10	KDOK-FM	M-Su	6:00AM - 12:00M	Oldies	1 - 12	3.6
11	KTBB-AM	M-Su	6:00AM - 12:00M	News Talk Information	1 - 12	3.4
12t	KAZE-FM	M-Su	6:00AM - 12:00M	Rhythmic Contemporary Hit	1 - 12	2.6
12t	KIXK-FM	M-Su	6:00AM - 12:00M	Country	1 - 12	2.6
14	KLJT-FM	M-Su	6:00AM - 12:00M	New AC (NAC)/Smooth Jazz	1 - 12	2.3
15	KFRO-FM	M-Su	6:00AM - 12:00M	Oldies ,	1 - 12	1.6
16	KZEY-AM	M-Su	6:00AM - 12:00M	Urban Adult Contemporary	1 - 12	1.3
17t	KEES-AM	M-Su	6:00AM - 12:00M	News Talk Information	1 - 12	0.8
17t	KFRO-AM	M-Su	6:00AM - 12:00M	Talk/Personality	1 - 12	0.8
17t	KWRW-FM	M-Su	6:00AM - 12:00M	Oldies	1 - 12	8.0
20t	KBGE-AM	M-Su	6:00AM - 12:00M	Classic Rock	1 - 12	0.0
20t	KGLD-AM	M-Su	6:00AM - 12:00M	Oldies	1 - 12	0.0

& Station(s) listed below the line. See Special Notices section of the applicable Radio Market Report: KTYL-FM in Spring 2003.

Please note: The intab reported is for the full twelve weeks of the survey. Users should note that reports run on fewer than twelve weeks are based on smaller sample sizes.

Stations qualify to be reported if they have received five or more minutes of listening in at least 10 diaries in the market, Monday-Sunday 6am-Midnight, during the survey period

Estimates are derived from the diaries that provided the audience data for the Market Report and are subject to the limitations stated in that Report and are subject to the limitations stated in that Report and are subject to the limitations stated in that Report and are subject to the limitations stated in that Report and are subject to the limitations stated in that Report and are subject to the limitations stated in that Report and are subject to the limitations stated in that Report and are subject to the limitations stated in that Report and are subject to the limitations stated in that Report and are subject to the limitations stated in that Report and are subject to the limitations stated in that Report and are subject to the limitations stated in that Report and are subject to the limitations stated in that Report and are subject to the limitations stated in that Report are subject to the limitation of the li capnotabe à lla Rating e Due to these limitations, inherent in Arbitron's methodology, the accuracy of Arbitron audience estimate any precise RCT accredits this mathematical value or definition. This service is not part of Arbitron's regular syndicated service. The N šervice.

© 1996-2003 Arbitron Inc.

✓ = Sort column



402 S. Ragsdale Jacksonville, Texas 75766 903-939-1065 • 903-589-0677 FAX www.wallerbroadcasting.com Rock d 9/15/03

September 9, 2003

Ms. Sheila Rainer 25 Rockwall Longview, Texas 75604

Dear Sheila:

Thank you for your letter regarding the format change on KFRO-FM. We expected the response we are receiving because of the loyal following for Oldies. Unfortunately, the ratings were not impressive enough to attract adequate advertising support.

Like you, I also enjoy Oldies, and am very sorry. It was nice of you to write. Your letter is appreciated, and I wish this decision had not been necessary.

Sincerely,

WALLER BROADCASTING, INC.

Dudley Waller

Chairman & CEO

Paula & Bary,

Thank far lots of

great mornings

& all

my

Favorite

& Elvis Friday-It

WAS a great run! Give

Well Be missed: I'm

Will Be missed: I'm

Istening to CW to hear gaill

Istening to CW to hear gaill

Ouz at heart I'm a motown

oldies, Elvis fool! HA HA

oldies, Elvis fool! HA HA

(are-Sheila')

5 Jan 04 , la y foms (/ s Loves TOBY Keith and Leana Rimos here in East Texas. Alhams Tols BOTG in coantry, 50 210001 Jene Toursun

5 Jan. 04 To Peula ENJOY Your Show! Thouk's for Loving LEANN Rimes Greatest Hits doing well, #3 in COUNTRY - Please Play "This "Love" by L.R. + Also "on the Side of Angels" for Dean + LeANN. 7eb. 23 ther will be morried ZYK, Very much in Lave, L.R#1 fon 6.2 Bless Gene Founthing

Dru Laborde

From:

"Teresa McCormick" <tmccormick@internetecs.net> <drul@wallerbroadcasting.com> Tuesday, December 16, 2003 4:28 PM BAN THE CHICKS!!!

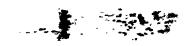
To:

Sent:

Subject:

HELL YES!!!!

They are ashamed to know that our president is from Texas, and we are ashamed to know that the Dixie Chicks are from here !!!



Solf et, are a small spect her maine!) - see was diendly linder. appreciate you all standing to you to take to The glant " my cookinsok yesterolay tappreciate it Cough Bearing from Jale ! py New C



November 24, 2003

KYKX 481 E. Loop 281 Longview, TX 75605

Att: Ginger Nimmons

We at CARING AND SHARING wish to thank you so very much for the food drive you conducted recently. We understand that you were trying to get more food in pounds than what Willie the turkey weighs. We do not know how much he weighs, but we received about 350 lbs in food plus the \$111.00 donated to purchase food. We are so very grateful for the food as it came a very good time. Thanksgiving. There were many happy families this past Monday and Tuesday thanks to your efforts.

Yours truly,

DeLana Bryant

Manager

Mailing Address: 3221 Dundee Road ♥ Longview, TX 75604

Location: 1305 A S Mobberly ▼ Longview, TX 75602

Dru Laborde

From:

"Ginger Nimmons" < gingern@WALLERBROADCASTING.COM>

To:

<drui@WALLERBROADCASTING.COM> Monday, November 03, 2003 9:29 AM

Sent: Subject:

FW: I have a question about the Lobo football game on KYKX and it a positive feedback and

suggestion.

Can you reply to this request?

Thanks!

Ginger

----Original Message-----

From: Emery [mailto:helpsn@earthlink.net]
Sent: Friday, October 31, 2003 9:36 PM
To: gingern@wallerbroadcasting.com

Subject: I have a question about the Lobo football game on KYKX and it a positive feedback and suggestion.

Dear Ginger,

I have a question about the Lobo football game on KYKX and it a positive feedback and suggestion. I was wondering for next year if KYKX could have a page for the game scores. I have a friend in AK that stay at his grandparents house and can't get the station to listen to the game. We both wore wondering if KYKX could put the scores online so he or I can look at them. I know your company is not into streaming the game online yet. Might be in the long tern future.

Thank you for taken the time to read my e-mail.

Sincerely, Emery Walker Emery Walker

Home Address: 900 E. Melton St. Longview,TX 75602 Ph: 903-757-7119

Emery helpsn@earthlink.net Why Wait? Move to EarthLink.



anks 20 er all The really Coery eal'





JOHN E. PETTY, D.C., D.A.A.P.M.

Doctor of Chiropractic
Diplomate American Academy of Pain Management
A Professional Corporation

452 Forest Square • Longview, Texas 75605 • (903) 757-3400 • FAX (903) 753-9663

September 23, 2003

Mr. Rick Guest % Waller Broadcasting 481 East Loop 281 P. O. Box 5818 Longview, Texas 75608

Dear Mr. Guest,

Occasionally we make decisions that receive favorable response from others, and I would like to congratulate Waller Broadcasting on your recent changes. As a regular listener of some of your radio stations, there have been many changes through the years. We regularly listen to KYKX in our office and particularly enjoy Paul Harvey News and Comment as well as local news and weather. The recent changes in staff has most likely been a good move but what I personally have been most pleased with the KFRO FM change in format. As a native born and reared East Texas Caucasian, my views are not likely reflective of most but the Hispanic format has been long overdue. Personally, for the past couple of years, I've been a loyal listener to KOYE 96.7 but find that it isn't always received clearly in Longview. Now with that program being broadcast on a more local station, it is a big improvement for those of us which prefer listening to that style of music and information.

Reflecting how so many things change with time, I remember when a close family friend, Jack Daniels, received his permit to begin 95.3 FM which began on Hwy. 155 in Gilmer. He tried a variety of music formats which included Lawrence Welk and other failed attempts. No one would have predicted that it would one day evolve into Tejano music.

Hopefully the majority of your listeners also will approve of the cooperate decisions such as these which have recently been made.

Since sely,

John E. Petty,

Paula & Lany - Thank your very week for letting me take your "air time" to addentice our softball town nament for United Way.

Lany, it was a pleasure to west you and spend the afternoon talking with you.

Pala, It was very nice to west your you and get your kelp in getting our 1519's put to everyone,

I sh's put to everyone,

Thank Jon both for all you provided.

From: "Celia Taylor" <ctaylor@hudsonprint.com>

To: <garyandpaula@kykx.com>

Sent: Monday, January 05, 2004 11:43 AM

Subject: Lunch Bunch

Hi Gary and Paula,

Please enter my name in the lunch bunch drawings. Thanks a lot and keep up the good programs.

Celia Taylor Hudson Printing & Graphic Design 903-758-1773 or 800-530-4888 ext. 118

"Kelli Downing" <kdowning@rlacyinc.com> <GARYANDPAULA@KYKX.COM> From:

To: Tuesday, January 06, 2004 9:31 AM LUNCH BUNCH!!! Sent:

Subject:

HEY WE LOVE YOU GUYS!!! GREAT MUSIC ALL THE TIME...

PLEASE INCLUDE US IN THE DRAWING WE WANT TO BE THE LUNCH BUNCH.

THANKS, **KELLI DOWNING**

R LACY, INC. ACCOUNTING DEPT. LONGVIEW, TX 75604 903-758-8276

Upgrade Outlook - Add icons to your Emails Outlook® is a registered trademark of Microsoft Corporation



















1, -

From:

<dlyle@kilgore.edu>

To:

<garyandpaula@kykx.com>

Sent:

Wednesday, January 07, 2004 9:09 AM

Subject: Lu

Lunch Group

Enjoy your program each morning. Please enter my name in the contest for the lunch group.

Dianne Lyle Purchasing Agent Kilgore College 1100 Broadway Kilgore, Tx 75662 903.983.8105 (v) 903.988.7575(f) dlyle@kilgore.edu

A smile is the gentle curved line that sets a lot of things straight.

1, -

Dudley Waller

From:

"Peggy Berry" <pberry@secondharvest.org>

To:

"Dudley Waller"

Sent:

Tuesday, January 06, 2004 3:16 PM

Subject:

virtual food drive

Dear Mr. Waller:

Thank you for your interest in hosting a Virtual Food Drive in East Texas!

Here is an example of what a Waller Broadcasting Virtual Food Drive will look like. The colors, logo and wording can be adjusted to suit your preferences.

http://vad.aidmatrix.org/vadxml.cfm?driveid=249

As we discussed over the phone before the holidays, here is a list of suggested promotional ideas for our potential partnership on the food drive:

Food Bank

*Set up of the virtual food drive page and graphics.

*Development of icon for the Waller Broadcasting web site and food bank web site to use for promotion of the virtual food drive. The icon will serve as a direct link to the virtual food drive site on both web pages.

*Informational fact sheet about the virtual food drive purpose and details to distribute to Waller staff and food bank staff.

*Acknowledgment of all donations in a timely manner. Acknowledgments will include the name of the virtual food drive-Waller Broadcasting and thank donors for supporting the drive in East Texas.

*Contact information for interviews with food bank agencies and others working with the food bank to distribute food to the needy.

*Regular updates of virtual food drive donations.

*Work with radio stations to promote the virtual food drive in news stories and PSA's.

Waller Broadcasting

*Production of a promo to run as a PSA.

*Heavy promotion of the drive- this is the key to a successful virtual food drive.

*Food Bank representatives discuss the food bank and the virtual food drive partnership with Waller reporters and station announcers.

*Stories about the virtual food drive throughout the campaign.

*Icon on the Waller web page to direct people directly to the virtual food drive. Each station that has its own web page can use the same icon if you wish.

Please let me know what additions or changes you suggest. This is a suggested format and has worked successfully. We have a public relations representative that can design a logo for the food drive.

Thank you for your interest and support. I look forward to hearing from you.

Peggy Berry
Director of Development
East Texas Food Bank - Serving 26 counties of East Texas
phone 903.597.FOOD
fax 903.597-6974
pberry@secondharvest org
www.etexfoodbank.org

KOOT

Thank you the the Chistmas CD, Winter Soltice, and the getaway package, We had our first breakfust in bed. It was a special their. We appreciate your general site.

James + April Jodan Lindale, Texas 75771



Cherokee County Health Department

1209 North Main Street Rusk, Texas 75785

Telephone No. (903) 683-4688 Fax No. (903) 683-4899

Judith M. Beck, Director

April 30, 2003

Mr. Dudley Waller Waller Broadcasting 402 S. Ragsdale Jacksonville, Texas 75766

RE: Ninth Annual Corporate Spelling Bee

Dear Mr. Waller,

The Staff here at Cherokee County Health Department would like to say "Thanks" for being our sponsor in the Ninth Annual Corporate Spelling Bee. Our team, Jessica Crockett, Tony Dennis, and Eddie Edge, represented Waller Broadcasting and Cherokee County Health Department extremely well even though we did not win the trophy.

Thanks again for sponsoring our team, and allowing us to be a part of this very successful event.

Sincerely,

Judy Beck

Director

Pam Davis,

Clinical Coordinator

#2

Cellist Lynn Harrell, Violinist Helen Nightengale and Conductor Per Brevig of the East Texas Symphony talk about MUSIC on Friday, January 9th, at 12 noon, at the East Texas Symphony's Noon Notes at Traditions restaurant. The event is open to the public. The musicians share comments about composers and repertoire of the Saturday, January 10th concert at Cowan Center, and take questions from the audience. This program is open to the public.

##

#3

Families with children and senior citizens will enjoy the Saturday, January 10th Open Dress Rehearsal of the East Texas Symphony at the Cowan Center. Time is 1 p.m. There is no charge for this event thanks to underwriting by Phillips Hearing Center. Open Dress Rehearsal offers an informal look at a symphony concert as musicians prepare for the Saturday night concert.

Dudley Waller

From:

"Betty Bower"

bower@tyler.net>
<dudleyw@wallerbroadcasting.com>

To: Sent:

Subject:

Monday, January 05, 2004 4:08 PM January 10 – East Texas Symphony Concert

WALLER BROADCASTING

Betty J. Bower/East Texas Symphony

Concert, Jan. 10, Saturday

DUDLEY WALLER: HERE IS THE NEXT CONCERT, SATURDAY, JANUARY 10th of the EAST TEXAS SYMPHONY.

Internationally acclaimed cellist Lynn Harrell brings violinist Helen Nightengale for a challenging Brahms (BRA-M-S)

'double' when he returns to the East Texas Symphony Orchestra for a Saturday, January 10th concert at 7:30 p.m. at the Cowan Center, UT Tyler campus. The duo will perform Brahms' 'double concerto' for violin, cello and orchestra.

With Per Brevig conducting, the ETSO presents an all-Brahms program in its first concert of the 2004 year.

Pro-rated subscription and single tickets are available for the concert at the ETSO offices, 903-526-3876, online at wwwetso.org or at the door on concert night.

Following the concert, all symphony-goers are invited to a reception in the Jack and Dorothy Faye White Lobby of the Cowan Center, marking the 60th season of the East Texas Symphony.

###

Loving USA but so proud of our Mexican Traditions



Thank you to the Waller Broadcasting Co. 96.7 & 95.3 and their staff for giving the Hispanic community a wonderful radio station in spanish. A special thank you to Mr. Tony Maldonado, Blanca Ruiz, Victor Cobarrubias, Santiago Gutieres, Jesse Duron and Corina Ruiz for all of your support and generosity you give us on Sunday, December 21st, 2003 and always.

Family Percz Lara Ia Gran Fiesta, 1018 E. Erwin, Tyler, TX 75702 903-526-2276

Dudley Waller

From:

"Peggy Berry" <pberry@secondharvest.org>

To:

"Dudley Waller

Sent:

Tuesday, January 06, 2004 3:16 PM

Subject: vi

virtual food drive

Dear Mr. Waller:

Thank you for your interest in hosting a Virtual Food Drive in East Texas!

Here is an example of what a Waller Broadcasting Virtual Food Drive will look like. The colors, logo and wording can be adjusted to suit your preferences.

http://vad.aidmatrix.org/vadxml.cfm?driveid=249

As we discussed over the phone before the holidays, here is a list of suggested promotional ideas for our potential partnership on the food drive:

Food Bank

*Set up of the virtual food drive page and graphics.

*Development of icon for the Waller Broadcasting web site and food bank web site to use for promotion of the virtual food drive. The icon will serve as a direct link to the virtual food drive site on both web pages.

*Informational fact sheet about the virtual food drive purpose and details to distribute to Waller staff and food bank staff.

*Acknowledgment of all donations in a timely manner. Acknowledgments will include the name of the virtual food drive- Waller Broadcasting and thank donors for supporting the drive in East Texas.

*Contact information for interviews with food bank agencies and others working with the food bank to distribute food to the needy.

*Regular updates of virtual food drive donations.

*Work with radio stations to promote the virtual food drive in news stories and PSA's.

Waller Broadcasting

*Production of a promo to run as a PSA.

*Heavy promotion of the drive- this is the key to a successful virtual food drive.

*Food Bank representatives discuss the food bank and the virtual food drive partnership with Waller reporters and station announcers.

*Stories about the virtual food drive throughout the campaign.

*Icon on the Waller web page to direct people directly to the virtual food drive. Each station that has its own web page can use the same icon if you wish.

Please let me know what additions or changes you suggest. This is a suggested format and has worked successfully. We have a public relations representative that can design a logo for the food drive.

Thank you for your interest and support. I look forward to hearing from you.

Peggy Berry
Director of Development
East Texas Food Bank - Serving 26 counties of East Texas
phone 903.597.FOOD
fax 903.597-6974
pberry@secondharvest.org
www.etexfoodbank.org

Muchan 1602 Mason Drive JACKSONVILLE, TEXAS 75766 (903) 586-3021 metungen Spencer A Very Special Thank You for Your Aupport and Help with Bur Madrigal Dinner! Without your support and our parents' backing, we could not be successful in